

ORDER



Orders	Order / Rev:	696167
	Alt Order #:	06217426
	Product Desc:	ALLEN FOR SENATE
	Estimate:	C09C15
	Flight Dates:	10/09/12 - 10/15/12
	Original Date / Rev:	10/08/12 / 10/08/12
	Order Type:	Political

WUSA

Primary AE:	Aaron Ashe
Sales Office:	T-WAS
Sales Region:	NAT

Agency	Name:	<u>Smart Media Group Inc/ POL</u>
	Buying Contact:	<u></u>
	Billing Contact:	<u></u>
		<u>814 King Street</u>
		<u>Alexandria, VA 22314</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	WEEKLY
Agency Commission:	15%

Advertiser	Name:	Allen, G/ R / Sen -VA
	Demographic:	A35+
	Product Codes:	PL-US Senate
	Priority:	P-5
	Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/08/12	10/14/12	5	\$9,900.00	\$8,415.00
10/15/12	10/21/12	7	\$7,850.00	\$6,672.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$17,750.00	\$15,087.50	23.10
Totals	12	\$17,750.00	\$15,087.50	23.10

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WUSA	18%	\$17,750.00
Market	100%	\$98,611.11

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	1%	\$986.11
WDCA	0%	\$0.00
WJLA	23%	\$22,680.56
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	31%	\$30,569.44
WTTG	27%	\$26,625.00
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
68	WUSA	10/15/12	10/15/12	Letterman Late Night with David Letterman	CM	1135P-1237A	M-----	:30	1	\$900.00	P-2	1.10 NM	1	\$900.00
LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	M-----		1				\$900.00		1.10		
69	WUSA	10/15/12	10/15/12	Price Is Right The Price is Right	CM	11a-12p	M-----	:30	1	\$1,500.00	P-1	1.80 NM	1	\$1,500.00
PRICE IS RIGHT														

